



WPTV

ORDER

Print Date 10/11/12

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Flight Dates **10/29/12-11/06/12**

Contract / Revision **314247 /**
Original Date / Revision
 10/09/12 10/09/12
Advertiser **Frankel / Democrat / Congre**
Agency **Media Strategies and Resea**
Buying Contact
1580 Lincoln Street
Suite 510
Denver, CO 80203

Product
Frankel for Congress
Agency Com 15%
Billing Contact
1580 Lincoln Street
Suite 510
Denver, CO 80203
Sales Office WPTVN
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **12333**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-3
Advertiser Ref

Primary Account Executive
 Cheryl Beers

Account Executive	Order%	Start Date	End Date
Cheryl Beers	100%		

Order Share 100% Market Value 44266

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	62	\$37,626.10	\$44,266.00	0.00	10/29/12	11/06/12	62	\$37,626.10	\$44,266.00
Totals	62	\$37,626.10	\$44,266.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/30/12	11/01/12	M-F 5-6a M-F 5-6a	CM	5-6a	-T-T---	:30	2	\$165.00	P-3	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-T---					2	\$165.00		0.00			
N 2	WPTV	11/05/12	11/05/12	M-F 5-6a M-F 5-6a	CM	5-6a	M-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$165.00		0.00			
N 3	WPTV	10/29/12	11/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	M-WTF--	:30	4	\$900.00	P-1	0.00	NM	4	\$3,600.00



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Contract / Revision **314247** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **Frankel / Democrat / Congr** Product **Frankel for Congress**

Estimate # **12333**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/29/12	11/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	M-WTF--	:30	4	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-WTF--					4	\$900.00		0.00			
N 4	WPTV	11/05/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	MT-----	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$900.00		0.00			
N 5	WPTV	10/29/12	11/02/12	M-F 7-9a TODAY	CM	7-9a	MTWTF--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$950.00		0.00			
N 6	WPTV	11/05/12	11/06/12	M-F 7-9a TODAY	CM	7-9a	MT-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$950.00		0.00			
N 7	WPTV	11/03/12	11/03/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$725.00		0.00			
N 8	WPTV	11/05/12	11/05/12	M-F 10-11a TODAY III	CM	10-11a	M-----	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$475.00		0.00			
N 9	WPTV	11/02/12	11/02/12	M-F 11-12n RACHEL RAY	CM	11a-12p	----F--	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$135.00		0.00			
N 10	WPTV	10/29/12	11/01/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MT-T---	:30	3	\$135.00	P-3	0.00	NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-T---					3	\$135.00		0.00			
N 11	WPTV	11/05/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	M-----	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$135.00		0.00			
N 12	WPTV	10/31/12	10/31/12	M-F 1-2p DAYS OF OUR LIVES	CM	1-2p	--W----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$125.00		0.00			
N 13	WPTV	11/05/12	11/05/12	M-F 2-3p MILLIONAIRE	CM	2-3p	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$100.00		0.00			
N 14	WPTV	10/29/12	11/02/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	MT--F--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT--F--					3	\$100.00		0.00			
N 15	WPTV	10/31/12	11/01/12	M-F 4p-5p ELLEN	CM	4-5p	--WT---	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **314247** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **Frankel / Democrat / Congr** Product **Frankel for Congress**

Estimate # **12333**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WPTV	10/31/12	11/01/12	M-F 4p-5p ELLEN	CM	4-5p	--WT---	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WT---					2	\$275.00		0.00			
N16	WPTV	11/05/12	11/05/12	M-F 4p-5p ELLEN	CM	4-5p	M-----	:30	1	\$246.00	P-3	0.00	NM	1	\$246.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$246.00		0.00			
N17	WPTV	10/30/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T--F--	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T--F--					2	\$950.00		0.00			
N18	WPTV	10/29/12	11/02/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$950.00		0.00			
N19	WPTV	11/05/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$950.00		0.00			
N20	WPTV	10/29/12	11/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	5	\$1,325.00	P-1	0.00	NM	5	\$6,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,325.00		0.00			
N21	WPTV	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,325.00	P-1	0.00	NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,325.00		0.00			
N22	WPTV	10/29/12	11/01/12	M-F 7-730p ENTERTAINMENT TONIK	CM	7-730p	M--T---	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M--T---					2	\$950.00		0.00			
N23	WPTV	11/05/12	11/05/12	M-F 7-730p ENTERTAINMENT TONIK	CM	7-730p	M-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$950.00		0.00			
N24	WPTV	10/29/12	10/29/12	Monday Prime C REVOLUTION	CM	10-11p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$750.00		0.00			
N25	WPTV	10/31/12	10/31/12	Wednesday Prime A ANIMAL/GUYS w	CM	8-9p	--W----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$750.00		0.00			
N26	WPTV	11/02/12	11/02/12	Friday Prime B GRIMM	CM	9-10p	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$500.00		0.00			
N27	WPTV	11/03/12	11/03/12	Saturday Prime C LAW & ORDER SVU	CM	10-11p	-----S-	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/12	11/03/12	-----S-					1	\$350.00		0.00			



WPTV

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Contract / Revision **314247** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **Frankel / Democrat / Congr** Product **Frankel for Congress**

Estimate # **12333**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	WPTV	11/03/12	11/03/12	Saturday Prime C LAW & ORDER SVU	CM	10-11p	-----S-	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1			\$350.00		0.00				
N28	WPTV	10/29/12	11/02/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M-W-F--	:30	3	\$1,025.00	P-1	0.00	NM	3	\$3,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-W-F--		3			\$1,025.00		0.00				
N29	WPTV	11/05/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M-----	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$1,025.00		0.00				
N30	WPTV	11/03/12	11/03/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1			\$1,025.00		0.00				
N31	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$750.00		0.00				
N32	WPTV	10/30/12	11/01/12	M-F 1135p-1235a TONIGHT SHOW	CM	1135p-1235a	-TWT---	:30	3	\$475.00	P-1	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-TWT---		3			\$475.00		0.00				
N33	WPTV	11/05/12	11/05/12	M-F 1135p-1235a TONIGHT SHOW	CM	1135p-1235a	M-----	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$475.00		0.00				
Totals														62	\$44,266.00